

Message Text

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PAGE 01 PARIS 09089 01 OF 02 161212Z
ACTION MMO-04

INFO OCT-01 EUR-12 ISO-00 EB-08 COME-00 /025 W
-----006054 161221Z /11

R 161044Z MAR 78
FM AMEMBASSY PARIS
TO SECSTATE WASHDC 8704

UNCLAS SECTION 01 OF 02 PARIS 09089

E.O. 11652: N/A
TAGS: ECRP, FR
SUBJECT: ECONOMIC REPORTING: ANNUAL REPORT ON
SCIENTIFIC AND TECHNICAL INSTRUMENTS AND EQUIPMENT,
FRANCE

REF: PARIS A-32, JANUARY 27, 1978

1. SUMMARY. POST RECOMMENDS THAT SUBJECT CERP REQUIREMENT BE DELETED FOR FRANCE. GENERALIZED NATURE OF REPORT WHICH MIXES INDUSTRIAL INSTRUMENTATION WITH INSTRUMENTATION DESTINED FOR LABORATORY USE LIMITS ITS USEFULNESS TO U.S. FIRMS INTERESTED IN MORE NARROWLY DEFINED MARKET. FURTHERMORE, CERTAIN POLITICAL AND TECHNOLOGICAL DEVELOPMENTS MAKE IT INCREASINGLY DIFFICULT TO OBTAIN DATA IN FORM COMPARABLE WITH PRECEDING YEARS. FINALLY, RECURRING MARKET RESEARCH CONDUCTED IN SUPPORT OF PROPOSED TRADE CENTER EXHIBITIONS, WHICH DOES FOCUS MORE SPECIFICALLY ON MARKET SECTORS, HAS SUPPLANTED THE NECESSITY FOR THIS REPORT, AS IT CONTAINS MUCH MORE DETAILED INFORMATION. THIS IS EXPECTED TO CONTINUE DESPITE THE CHANGE OVER TO AN IMC, SINCE INSTRUMENTATION CONTINUES TO OFFER EXCELLENT SALES POTENTIAL FOR U.S. EXPORTERS.

2. THE GENERALIZED NATURE OF THIS CERP REPORT WAS REMARKED ON IN THE END-USER CRITIQUE OF 1975. POST AT UNCLASSIFIED

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THAT TIME HAD BEEN UPDATING STATISTICS UTILIZING CONSISTENT FORMAT FOR SEVERAL YEARS. IN EFFORT TO RESPOND TO THIS CRITICISM, THE POST INCLUDED IN THE 1976 REPORT INFORMATION GATHERED BY THE GOVERNMENT IN PREPARATION FOR SEVENTH ECONOMIC PLAN. HOWEVER, IN 1977, NO COMPARABLE REPORT WAS AVAILABLE. FURTHERMORE, POST ENCOUNTERED INCREASING RESISTANCE

FROM TRADE ASSOCIATIONS TO PROVIDING INFORMATION
AS HAD BEEN DONE IN THE PAST.

3. OSTENSIBLY, THIS WAS DUE TO DIFFICULTIES THE
FRENCH ASSOCIATION HAD ENCOUNTERED IN OBTAINING
INFORMATION ON U.S. PRODUCTION. HOWEVER, INDICATIONS
ARE THAT THIS MAY ALSO BE RELATED TO THE RELUCTANCE OF
FRENCH FIRMS TO PROVIDE DATA. THE SMALL NUMBER OF
FRENCH FIRMS IN THE MARKET MAKES IT EASY TO IDENTIFY
PRODUCTION FIGURES FOR PARTICULAR PRODUCTS WITH A
PARTICULAR MANUFACTURER. PROTECTION OF SUCH
INFORMATION IS NOT SIMPLY A MATTER OF PRIVACY, BUT OF
POTENTIAL TAX LIABILITY.

4. FURTHERMORE, GOVERNMENT STATISTICS REFLECT GROWING
CONCERN FOR FRENCH RELIANCE ON IMPORTED
INSTRUMENTATION, ESPECIALLY IN LIGHT OF A SEVERE
TRADE DEFICIT PROBLEM. DESPITE EFFORTS TO ENCOURAGE
BUYERS TO "ACHETER FRANCAIS" AND TO PROMOTE FRENCH
EXPORTS, DOMESTIC MANUFACTURER ONLY SUPPLY ONE
QUARTER, AT MOST, OF THE MARKET.

5. TECHNOLOGICAL DEVELOPMENTS HAVE ERODED THE
USEFULNESS OF THE ORIGINAL REPORT FORMAT. THE
DISTINCTION BETWEEN COMPUTERS AND COMPUTERIZED
INSTRUMENTS HAS BLURRED. THE TASK OF PREPARING
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IMPORT/EXPORT STATISTICS, ALREADY CONFOUNDED BY THE
LACK OF COMPARABILITY BETWEEN FRENCH AND U.S.
CUSTOMS CLASSIFICATION SYSTEMS, IS FURTHER COMPLICATED
BY THE DIFFICULTY IN DISTINGUISHING INSTRUMENTS FROM
COMPUTERS. INSTRUMENTS ARE RECORDED IN A
VARIETY OF DISPERSE CATEGORIES OF ELECTRONIC EQUIPMENT,
WHICH FORMS AN IMPORTANT PART OF THE INSTRUMENTATION
MARKET BUT IS HARD TO SEPARATE OUT.

6. DUE TO THE GROWING IMPORTANCE OF THIS SECTOR TO
U.S. EXPORTERS SEVERAL TRADE CENTER EXHIBITIONS DULY
SUPPORTED BY MARKET RESEARCH HAVE BEEN SUCCESSFUL
CONDUCTED IN RECENT YEARS. IT IS THE POST'S CONTENTION
THAT THIS RESEARCH PROVIDES MUCH MORE USEFUL
INFORMATION THAN THE REFERENCED CERP REPORT AND IN
GREATER DETAIL. THE FOLLOWING REPORTS HAVE BEEN DONE
RECENTLY ON SECTORS OF THE INSTRUMENTATION MARKET.

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UNCLAS SECTION 02 OF 02 PARIS 09089

- ANALYTICAL INSTRUMENTS AND
LABORATORY APPARATUS 1969
- AUTOMATION CONTROL DEVICES 1971
- INSTRUMENTATION 1970
- LABORATORY INSTRUMENTS 1976
- PROCESS CONTROL INSTRUMENTATION 1974
- PROCESS CONTROL INSTRUMENTATION 1977
- LABORATORY INSTRUMENTATION 1978
(IN PROCESS)

THE CERP OVERLAPS WITH RESEARCH DONE ON BOTH LABORATORY
AND PROCESS CONTROL INSTRUMENTATION, WHICH IS COMPAR-
ABLE TO GROUPING APPLES AND POTATOES.

7. SINCE THIS PROGRAM OF MARKET RESEARCH IS EXPECTED
TO CONTINUE DUE TO THE IMPORTANCE OF INSTRUMENTATION
TO U.S. EXPORTERS, THE POST RECOMMENDS THE DELETION
OF THIS CERP REQUIREMENT. CERP ALERTS WILL ALSO
SUPPLEMENT RESEARCH WHERE SPECIAL INFORMATION, SUCH AS
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THE REPORT IN PREPARATION FOR THE 7TH PLAN, BECOME
AVAILABLE.

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